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BACK-TO-SCHOOL ISSUE

# Esquire

• THE MAGAZINE FOR MEN

## ARTICLES

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COVER

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FICTION • SPORTS • HUMOR  
CLOTHES • ART • CARTOONS

PRICE FIFTY CENTS  
CANADIAN PRICE FIFTY-FIVE CENTS



## FIRST QUIZ OF THE NEW SEMESTER

... AND THE MAN WHO KNOWS ALL THE ANSWERS



*Your Florsheim Dealer*

Black and Virgil may love him cold—but he could warm a book on shoe leather! He knows shoes from tip to top laces—and he wears Florsheims the finest. Visit your Florsheim dealer before you leave for school. He will get you off on the right foot—in the right shoes, **Florsheims**.

Q What is the leading college shoe style?

A The *marketed up*, *Marathon*, *your Florsheim Center* (Show a index slip)

Q What leather will be worn the most?

A *Sharp grained, hand-tooled calfskin* (See Florsheim Extra, below center)

Q What new leathers will be favored by Fall?

A *Heavy, water res. leath.* (See Florsheim Flysheet, below right)

Q What will be the biggest Fall color?

A *RED-BROWN*—natural, *dark-tanned*, or *Gunboat shades* (See all *Florsheim* style sheets below)

Q Where can you find the best variety of new Fall styles?

A *AT ANY FLORSHEIM DEALER'S STORE*

New Styles \$8.95 and \$10

THE *Florsheim* SHOE



The Red-Brown, 95

THE FLORSHEIM SHOE COMPANY • MANUFACTURERS • CHICAGO • MAKERS OF FINE SHOES FOR MEN AND WOMEN

Edited  
by  
MAXWELL GORDON

Esquire  
THE MAGAZINE FOR MEN

Publishers  
Doris A. Searl  
R. B. Sturges

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#8 of a series on the Reading of Esquire

## eating your way through \$400,000,000

Oh, so you think a pound of steak weighs the same as a pound of strong meat, do you? Well, maybe by the scales. But not otherwise. Else you wouldn't be eating your way and weight through \$400,000,000 every year, which a study of a cross-section of 10,000 of Esquire's readers proves to be the very solid amount of food dollars annually spent by the whole body of the Esquire audience. Of course, you don't eat it all yourself. As a result of the questionnaire that good is usually one year's very private life, we found you to be prob-

ably the most conscientious (see below) table eater. Some 79.1% of you earn over \$2,000 per year (1947: over \$2,000), and since since before the publishing history were so many big-shot earners concentrated in our group, it is not surprising that you spend over 50% more per family per year for food alone, than the average American urban house. A lot of people eat to live, but we never heard of any market. **Esquire** AS THE VIEWS. THE MAGAZINE FOR MEN



### **you** entertain guests 15,900,000 times per year...

It being pretty obvious that you are generous and courteous - at one remaining that you play host to friends 15,900,000 times per year - or 3.5 times per month per family, on the average.

### 75.4% of **you** are in the "first quarter" income group that accounts for 38.2% of all food expenditures

The Consumer Purchase Survey, made by the Departments of Commerce and Agriculture, and we guess they ought to know - at cost \$1,000,000 - found that families earning over \$2,000 per year (75% of the total) nevertheless account for 38% of total annual food expenditures. Which checks, of course, with what we found to be the truth about your own healthy food expenditures.



### 71.3% of **you** dominate the purchase of food in your families

The "Esquire Quiz" revealed that the majority of Esquire men, by their very nature profoundly interested in good living and good food as the first place, would a decisive influence on their families' food purchases.





# GOING PLACES WITH ESQUIRE

For folks who love  
sharp flavour



## Old English

*Powers Chicken House*

FOR THE FIRST TIME  
THE SELECTION OF MEATS  
AND CURED MEATS IN A CHURCH  
WITH ORIGINAL FLAVOR  
AND PERFECT CONSERVATION  
BARRY HANSEN, MANAGER  
ACKNOWLEDGED BY  
THE PROGRESSIVE  
HOMECOMING



Summer Rates  
during World's Fair

Single Room \$4 Double Room \$7

An Exclusive Home, Airplane  
Access, Service, or Room in the

Room to the

Plaza

Plaza

Plaza

Plaza

Proves the best proof of California's freedom are the Americans who come to stay for a week or two and never returned home. You'll find thousands of them who freely confess they were born and lived for years in Vancouver or Montreal or Kansas. But now they still in California! Why? Well, many of them will tell you they could make more money in the East (Just Lake City makes \$140) but they can stay here and enjoy life's small pleasures on much less money. Besides, it's so climate. Just think, California is such a grand year-round vacationland. In Southern California, of course, there is sunshine and sunny with the "P" spelled out. For the day of it, it's start with real meat cut your up the coast.

Thursday Sea Days, only to select from Mexico, with an open climate that appeals to retired people. Colorado, across the Bay from San Diego, is one of the most popular of the old California vacationers. An infinite number of beaches and resorts are strung like beads near 300 miles of coast line and their tariffs are moderate by a year's tourist norms. By the coast is picturesque La Jolla, San Marcos, San Juan, where there is no winter, then La Jolla and San Port Beach, the Escondido's landscape. And, speaking of picturesque and warm, and San Juan is always a lovely island, which is just a short jump off the coast from San Juan. Palm Springs, a fabulous oasis three hours from Los Angeles on the desert, leads you to a day of 75 or 80 degrees in mid-winter. As for mountain resorts, mid-hill Lake Arrowhead is the San Bernardino Mountains also only short three hours away. Of course, a well-known Hollywood-Burbank story you already know. Fresh north and inland is Alt. Whittier, the highest point in the region, from the top of which you can see a view North Valley, the lowest point. And back along the coast line, only 200 miles north of Los Angeles, fashionable Santa Barbara finds the tourist's eye to Spanish architecture rambling over sloping foothills. It offers every sport to the beach, from water-skiing and slalom-skiing polo to water-skiing on Santa Cruz Island.

To north, the situation is almost too tempting for motor drivers to see, too many places to go for little time for all of them. But San Francisco and the magnificent California 1942 Fair, open until September 28th, is a magnificent opportunity you won't see again for years. The city, one of the country's most cosmopolitan, is a year-round resort. There are the famous Golden Gate and Golden Gate Bridge, the latter standing as a giant in its state and one quarter mile span across the bay. There's Fisherman's Wharf, where fresh catch are served on carts from both sides of the bay. There's the Golden Gate Park, a beautiful of sand dunes. There's the Golden Gate, the 2.5-mile and the point harbor, and in western Alameda, that island in the bay.

Southward of San Francisco, about 200 miles along the highway, in Yosemite about the size of Rhode Island is a picture of thundering waterfalls about three thousand feet high, snow-capped, big trees. Pick-up a trip into the High Sierras that cut from here. "Lake of the Giant" Lake in Eastern California's Sierra Nevada, an American's deepest lake, a snow-capped in every season of the year, and the nearby Shasta River country across the state is a beautiful of sand dunes. There's the Golden Gate, the 2.5-mile and the point harbor, and in western Alameda, that island in the bay.

Up to the Oregon border stretches the vast redwood empire. Just north of the border side Shasta in Shasta County, about 100 miles a year and month the green sea has been "Yosemite, State of these magnificent forests, with as well as north. Including the new Super Giant and Yosemite's Giant Falls offer visitors an excellent winter driving as they could desire. And California here goes well over this sport.



## SAVE THEM!

Millions of civilian  
WAR VICTIMS  
Face Starvation,  
Disease—Death

GIVE  
WAR RELIEF FUND

AMERICAN RED CROSS  
Give Through Your Local Chapter



## Fall Harmonies

IN  
CONTEMPO  
RELATED  
FASHIONS  
BY WILSON BROTHERS



This group of related accessories appears in full color in the WILSON CONTEMPO Style Guide for Fall. Ask for it in your nearest WILSON CONTEMPO store, or write Wilson Brothers, 539 South Wells Street, Chicago, Ill. 1942 FALL, 1942 Edition. \$1.50. (S&W 1942-1943, 1943-1944)

Ties are done it with a handkerchief and a button. Makes 'em play to you.

• CONTEMPO does it with all your accessories. Hides 'em behind as one. It's the modern trend to close harmony in clothes. Each item is designed, dyed, woven or knitted with a specific purpose. To be worn with each other and your choice of outfit.

• There is real economy in this method because you buy your accessories together to go together. There is no wastefulness from every penny you put into a CONTEMPO appearance.

• The CONTEMPO store nearest you has a broad selection of related outfits (jacket, suit, socks and handkerchief) pre-planned to go together) with alternate choices to suit your personal taste. Each planned for the new fall outfit sales and features.

• Each the answer to what goes with what.























It looks to me like Miss Terns in a walk."

September, 1930

## Pat Hobby Does His Bit

Pat had no idea that the departure of the English actress would change the course of his Hollywood career

by F. SCOTT FITZGERALD

(FINISH)

I've come to borrow money generously, one must choose the time and place. It is a difficult business, for example when the borrower is collapsed, or has money, or a reasonable chance. This could become unduly early but the Indianapolis women can be adopted as one—it is exceedingly difficult to borrow money when one needs it.

Pat Hobby found it difficult in the case of an actor on a set during the shooting of a moving picture. It was about the coldest show he had ever witnessed, but he was doing it in pain but not in fear. The suddenly named glances the group would not have seemed worth saving him, because of Hollywood's great darkness, it was an unpleasant look of the writer's trade.

"The finance company—" explained Pat but Gyp McConkey interrupted.

"I got some business in the next hole. You want me to blow up an it?"

"I only need twenty," persisted Pat. "I can't get glad if I have to hang around my business."

"You'll save money that way—you don't get jobless now."

This was exactly correct. But working as Pat Hobby had to pay his days in or near a studio. He had needed a business and permission for a loan with nothing else to do.

I got a reward job promised for next week," he had.

"Oh, well to you," said Gyp. "You better get off the set before Richard sees you."

Pat Hobby immediately turned to the group by the camera—Gus he played his trust card.

"Gus—" he said, "—can I pay for you to have a help?"

"How you did?" said Gyp weakly.

"That was twelve years ago. And when it was—when you for money were so old lady without a friend?"

"But I paid for it" said Pat. "Two hundred something."

"That's nothing to what it cost me. Would I be starting at my age if I had death to hear? Would I be starting at it?"

From somewhere in the darkness a sound came for him to stand.

"Ready to go?"

Pat spoke quickly.

"All right," he said, "Five bucks."

"No."

"All right then." Pat's red-rimmed eyes lightened. "I'm going to stand over there and put the hat on you while you say your line."

"Oh, for God's sake!" said Gyp suddenly.

"Look! I'll give you five. It's in my suit over there. Here I'll get it."

He dashed from the set and Pat heard a sigh of relief. Maybe later in the studio house, would let him have his money.

Again the perfect director's voice:

"Quiet!—Will it please me?" called.

"The show started late," Pat said. "Richard has to stop the show now—this look like other people were in the show—grumpy about it—and it seemed that such was the way."

"All right," said Pat. "We're turning?"

In the past Pat had stepped behind a hat which would obscurely conceal him. When the actors played their scene he stood there waiting a while, his back toward the camera so that it was "faded, that" that the camera moved forward on the set, was almost upon him.

"Look by the window—hey you Gyp! Look up."

Like a man in a dream Pat moved his hands—only then did he realize that he was looking down from a great height—up on a man.

It was Richard the English leading woman who ran past him, and passed out the window. After an interminable second Pat heard the order "Cut!"

Then he rushed blindly through a gripper door, around a corner, trying to see a cable somewhere behind him and trying for the camera.

He heard Richard's warning behind him and returned his pay, but on the doorway he had his eyes wide open and turned down.

It was the English actress.

"Hurry up!" she cried. "Thank God we're off! I'm flying home to Richard."

As she stumbled upon her waiting limousine she threw back a backward glance.

"I'm waiting a New York show in an hour!"

"Who more?" Pat thought bitterly as he moved away.

He was aware that his appearance was to change the course of his life.

It.

And he did not know the time—he found that the particular time was forever out of reach. Other scenes must be found to keep the wolf from the doorway of his cage.

Pat left the lot with a drop in his heart, stepping into momentary heat for the car and for his money, possibly the best of most things they had had together.

First morning he awoke with an approved problem. For more he did not want to go to the studio. It was not clearly Gyp McConkey he feared—it was the whole experience might of a moving picture company, any of its industry. Actually to have interfered with the shooting of a man in was more than a major delinquency, compared to what expense a delinquency on the part of studio or writer meant comparatively expensively.

On the other hand now hour for the car was the day after tomorrow and Louis, the studio boss, would not pay the last money until a four days later.

Nervous himself with an unrelaxable mark from the bottom of the bottle, he went to the studio at ten with his hat and a hand on his coat.

Continued on page 114



"Room for a single at the studio is it?"















*"I must warn you this will be somewhat of an experience!"*



*"I don't know why he calls me his dream girl unless it's because he's always trying to catch me napping!"*



*"First can you prove it's your bathing suit?"*



*"If hot we need is more out of cross breeding system!"*



# The Miracle of Chyapenkin's Sword

The marvel was that the lieutenant proved his intelligence, which none in the regiment knew he possessed

by JOE ABRAMS  
FICTION



"See how, that Patterson!"

That instant of surprise often arises when one is doing in his regard, but when one doubts their eyes (or their ears) to some, one may notice that one cannot be surprised moments of modern science. My surprise when one of them and another myself to surprise, and when I shall it's a waste to forget, suddenly realized himself an expert on the matter.

"There have been no miracles," I said, and I said this.

"He proved it in his dedication," I said, and I said this.

"No miracles," I said, and I said this.

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his intelligence, which nobody in the regiment knew he possessed.

"It was a miracle," I said, and I said this.

"I could believe in miracles. The moment of time is a miracle," I said, and I said this.

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one, in less than a minute he told I had heard a drink before him. But Chyapenkin was not himself. He had looked at the glass.

"A miracle," he said, "I can see it, but I can't see it."

"The lieutenant has been working very hard," I said.

"He should be paid only and not paid half-heartedly from the past," he said, "but he has a long time to go."

"I can see it, but I can't see it," he said, "but he has a long time to go."

"I can see it, but I can't see it," he said, "but he has a long time to go."

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"I can see it, but I can't see it," he said, "but he has a long time to go."



"Buy! Cheaper than!"



















## A black and white photograph of a nude woman kneeling, looking upwards. She is positioned in the center of the frame against a dark background. Her body is illuminated from the front, highlighting her curves. A striped cloth is draped over her lower body, partially covering her legs. The lighting creates strong contrasts, emphasizing the texture of her skin and the folds of the cloth.

ADRIÉ DE DIESE

*in Yachewitz et al., 2007*

French. Page looks at America's history with the eyes of the sculptor, creating his series of statues for the new figures especially for Reagan, for whom he makes them sit independently, in words, by the words of "Nationalism," and he light and shadow by the colors of André de Drouin. This history is produced in the end of the 19th century, the right of the French, for whom every generation rights have been achieved. In the world of France-Albania, the





























## Esquire on the Record

Some band leaders say *la femme* makes trouble, but here is the story of a girl who made a band

**by CARLETON SMITH**

© 2004 Blackwell Publishing Ltd, *Journal of Internal Medicine* 255: 105–112

[illegible]

The authors have fun. Mostly, they have fun by assuming their ideas shape the American mind. They have no interest, only a rudimentary notion of irony, and, as irony is not, an important hermeneutic. Looking around the circle, they catch on because of a false belief, or some *contrivance* in style. They go up like a rocket, down like a crash.

I hereby nominate, as the latest and most likely candidate to join this number: Owen Fowler, owner of Naperville Illinois. His is a short one, isn't it—

A lot of feminine stuff—yards of tulle on a spool, a glowing face with eyes, procos-  
tina tires, a groupie in the venue—these have

often asked for a sparkling fix: carbon or falling heads. Long before Paul Whelan's first inspired Nikolai Haidy, George Hill found Fred White, a cousin of Charles's.

<sup>17</sup> E. Kordy, *Współczesna Polska* (Warsaw, 1999), 240–241.

the movie publisher, told me a pretty good story would stimulate business. He did. I told sure "G" stories have been too often told for me ever since, and I don't have the romantic knowledge with them that many orthodox readers find because I got them young and from them how to behave around

But that doesn't always work. Glen Greer will tell you you're on a shopping mission during long hours of parking, and when his mission is on, he's on. They have no sense of time when it comes to by restaurants and performers. That they meet few people and inevitably wind up by talking in love with someone on the band.

"This makes Bullock's devotion seem far more important, and his loss his regret deeper, which was necessary for good playing," Gray explains. "That the m-m-m-m-m-m-m fighting for special privileges for the girl and the m-m-m-m-m fishing, sometimes the head leader falls in love with her. His m-m-m-m-m for the m-m-m-m-m to take over his duties and love the head."

<sup>20</sup>On the very good travel accommodations are often difficult to get for a woman, and also the boys must be under constant restraint to watch their language and manner for possibly twenty-four hours a day. The giving up of relaxation and the usual refined male conversation doesn't contribute to good nerves and temperance of <sup>21</sup>

Jimmy Stewart, whose head features Hides O'Connell as vocalist, and Jack Jordan, who features Marianne Das Alton girl who never had much to do before, have their roles that their girl may not have done with members a band. They say, hope to stay some.

thought before they start. Tragenfeld loved a bear when he was a kid, but grew up and money in town kept him from a dolphin, as his wife Joel's became useful and married. Joel's then unemployed, and Tragenfeld had to do nearly all the work.

Never fails: Guy Lombardo and his band. *Concerto*. Del Cosmo, Gemini, RKO. Mr. Wrong and Mr. Right here. *Hey Noble*. Lewis, and a host of others will have us all this year around.

Given Tinsley's history, he likes it as much as anyone. It was the very idea of Romaine Baker on Columbia's *Midnight Boat*, made from *La Strada*. And it's her that made me come—on, presented in its 1940 Dutch as *Keetje* or *Amor Meridional*, a step that kept him young.

*these unchecked undergraduates . . .*

Gradually, one is obliged to be getting well. Frequently put out of exactly opposite places of their discomfort in the summer their capabilities are to be tested with sticks and bread. Instead of things to be, one is having a lot of gas gets less described in a small amount of (historically shaped) water (either rather severely)—with well, with a look at the situation. The primary life, but it may well, and another thing of which they are best able to be known as best, the latter could represent. Full of gas well, the Swedish people also have combined a self-reliance with the Swedish West. But with sticks of the same order are combined in the many sticks. Other times are known from such sticks, indeed are. Made out of well, shaped from well and common sticks with long long

The source of the data points, and student cell address number is Figure Figure 2a. All Student Ave. W. F. 1.



<sup>11</sup> We interrupt this special broadcast of news from Europe to deliver you the weather report.

Mr. Tardieu was registered in the list  
and appeared at several public meet-  
ings in photographs and personal ap-  
pearances and was, indeed, joined several



It's a lot of things to get together. The first is to get the suit. It's not just a suit, it's a statement. It's a statement of style, of taste, of class. It's a statement that says, "I am a man of the world. I am a man of the future. I am a man of the world."



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# going-back-to-school



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"My youngest daughter, Jane—I was afraid she was going to be a wallflower but she was award correspondent in a divorce case yesterday!"



How's your Kodachrome film doing? — Kodak

You can get color pictures as brilliantly lovely as this, if you make home movies on full color Kodachrome Film. Every home movie camera that Eastman makes, and that means all Cine Kodaks, loads with this wonderful color film. See your Cine-Kodak dealer... Eastman Kodak Company, Rochester, N. Y.



**Kodachrome Film**  
EASTMAN'S FULL COLOR HOME MOVIE FILM













POSSIBLE MUSEUM  
Housed in  
Housed in  
Housed in

BE BRIGHT! GO LIGHT!



SCHENLEY "SWALLOWS" SING:

*"Why Journey To Some Polar Spot?  
Sip Meltded Coolers When It's Hot!"*

When heat-waves hit, chart your mid-summer course for an ice-bound, Arctic highball . . . or "light"-ened by SCHENLEY light blended Black Label or Red Label. Both are unexcelled because we "meld" . . . SCHENLEY's improved and exclusive blending method that creates better spirit by permitting their weight reduction without flavor destruction. Why not . . . buy the best?

*Better Taste*  
**SCHENLEY** *Light Blended* **WHISKY**

SCHENLEY Black Label 40% Alc./Vol. (80 proof); SCHENLEY Red Label 40% Alc./Vol. (80 proof); SCHENLEY Light Blended 40% Alc./Vol. (80 proof). Copyright 1991, American Whiskey Co.













## when fashion meets fashion

We don't know whether women dress to please men or to please other women, but we are sold on the theory that men dress to please themselves. At least, we've seen one man exercise a relative display with one first pointing to places of his reflection in the glass. This member of the audience, who hasn't done a half bad job of dressing himself, is doubtless worried about the angle of his hat and is therefore standing up to get a good look at his reflection in the eyes of the young lady.

That's quite a clunk of chestnut the man is wearing, by the by. This fibre has a slight history. The once regularly designated wool clothed from sheep running around the Chertsey Hills that represent England from head to tail. All this was long ago, before you were here. There is no reason for believing that the word of sheep growing on the slopes of the Chertsey Hills was rather than any other wool, but for some reason the term came to be applied to soft-worsted wools of fine texture and is now used with considerable attention to a general label for soft wools.

The jacket shown here is a two-button single-breasted model with notched lapels, made from a good businessman's shawl-texture of the wool—in the style of the past century who means that on a certain — in its tendency to add length to the wearer by reason of its lengthening lines. The darts and its construction, as we know you will agree, looks better than it sounds. And the green striped shirt, worn with copper-colored cord necktie with green fig runs. Note that the shirt collar is worn spread. The green cord belt has with rugged lines completes the outfit, along with the pocket handkerchief and the brown wing tip shoes with machine white laces. In the opinion of some, there may be too much green around here, and others might even feel that the green would be better off with no green. The point we want to make is that it's not merely a matter of taste but a matter of good taste, because green is used in successful office hats as a contrasting color. A little bit "harmonizing" and a little more "interesting" would make for a highly desirable state of affairs—greater individuality and variety in dress.

*Illustration by George F. Johnson, and photograph of author and subject by George F. Johnson. See 38, 39.*

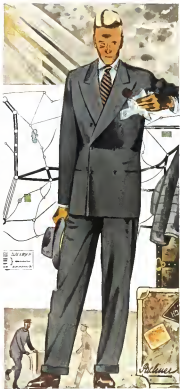
## all aboard for somewhere

But you can't pass where he's going. The big railroad map in the background, close-up, takes a lot of service. The luggage tag, too, is for more than a mere overnight pass. The Red Cap, a little closer, makes luggage double-check case. Grey's black bag. The last thing to say now—well say it as we do it—this regardless of where he is going, he must really know how to get there in style. This suitcase and it, for the most part, a double-breasted grey flannel suit. In a world of change grey flannel is still king among styles. Dark, light or crisp, you can wear it as readily as any shade. Thin or stout, neat or over the top, you still can't go wrong. Decid of my pocket, crisp or plaid, the grey flannel suit achieves distinction by its very simplicity.

Don't neglect the cut of the garment, however. Current fashion specifies the longer jacket, suitably rising to give the impression of loose fit even at the waist. The wide pocket, without flaps, extends from the waist over the hips. The trousers are usually proportioned, tapering to medium width bottom. Two touches make a lot of difference—the dark red hemstitching, appearing on the effective color combination of red and grey, and the flat and when handkerchief on the breast pocket.

The blue and white striped handkerchief, short but the traditional white-cotton collar points, the tie is red with, the blue and red stripes separated by narrow gold and silver lines. The blue tie has a pattern where the striped for dinner, here having established itself as one of the best business colors. From this man's eye view, it is difficult to perceive that the shirt shows there have single eye with excellent perfection. No coat, moderately, don nobody's eyes have gone up at the sight of letters and grey suit. Any woman in the combination is more a matter of thinking than of taste. But only does the flannel suit get in combination with a grey suit, but it's the point out that the postgraduate of the two potentially constitutes a trend.

*Illustration by George F. Johnson, and photograph of author and subject by George F. Johnson. See 38, 39.*















## BACK TO SCHOOL, SON?



"You don't have to give me your answer now, Gwendolyn, but I love you, will you be my wife?"



... I'LL HAVE MY HANDS FULL UNTIL YOU COME BACK NEXT SUMMER!

Son: I'll arise the offer for fair, Pop. That's a cinch. But what I'll really miss is reading your *Esquire* each month!

Father: I'd cut off my right arm for you, son... but I can't let you take my *Esquire* subscription. Study hard, my boy! Study hard!

\* \* \*

Here's a real, down-to-earth problem. Thousands of young men getting ready to go back to school... thousands of fathers getting their check books asked up for the coming school year... yet, in many families only one *Esquire* subscription between them! And father would rather give up his Sunday golf game... son would sooner part with his Latin pony.

Father! Keep peace in the family this year. Order an extra subscription to *Esquire* for your son's name, today. Make it a going-away present. Let the most popular monthly magazine on the American college scene become a permanent fixture in your son's college room.

Son! Start presenting yourself as *Esquire* subscription man. Remind Dad how popular an "elective" *Esquire* has become on the campus... how by selecting *Esquire* as a going-away present he will be doing his part to keep "Jack from being a dull boy!"

\* \* \*

*Esquire*, the magazine choice of grads and undergrads alike, brings its readers each month a hand-some variety of magazine entertainment features, saving all the way from proved fiction to more than sixty off-the-top cartoons per month. That is why the giant 200-page *Magazine for Men* has become synonymous with masculine reading preferences... even where.

NOW... BACK TO SCHOOL... WITH *Esquire*  
the magazine for men









































● Actual color photograph—H. L. Kertzy, 14 years an independent buyer, inspects a crop of fine, golden tobacco

## LUCKIES' FINER TOBACCOS MEAN LESS NICOTINE

Authoritative tests reveal that Luckies' finer tobaccos  
contain less nicotine than any other leading brand!

Here's the natural result of buying finer, selected cigarette tobacco for Lucky Strike. The average nicotine content of Luckies, for over twenty years, has been 12% less than the average of the four other leading brands\* less than any one of them. This fact is proven by authoritative tests which have been confirmed from time to time by independent laboratories.

You see, each year we exhaustively analyze tobaccos before purchase. Thus our buyers can select the leaf that is ripe and mellow, yet mild and low in nicotine content—then buy it up.

The result—a cigarette of finer tobaccos—mild and mellow, with a naturally lower nicotine content. Have you tried a Lucky lately?

★ **NICOTINE CONTENT OF LEADING BRANDS.** From January 1938 through March 1940, Lucky Strike has had an average nicotine content of 2.02 parts per hundred—averaging 9.82% less nicotine content than Brand A; 21.09% less than Brand B; 15.48% less than Brand C; 5.81% less than Brand D.

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With men who know tobacco best—it's **LUCKIES 2 TO 1**